



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Message Media
100 Albany Street
New Brunswick, NJ 08091

(Handwritten signature)

Contract # 334882

Schedule Dates 10/02/12-10/08/12
Advertiser Pol/M Smith/D/OTH/PA (16939)
Agency Message Media (5658)
Product Political - State Candidate (1071)
Brand POL/M SMITH/D/OTH/PA (137373)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name /
Phone/Fax N/A
CPE National/Political
Account Types Standard
Billing Type Standard
Comments MATT SMITH 10/02
 ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** FRIENDS OF MATT SMITH

Date Entered 10/01/12
Last Modified 10/04/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06359262
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,217.50
Net Total \$18,232.50
Sales Tax

Pittsburgh (WPXI)
 By Broadcast Month
 Oct. 2012
 Grand Total:
 Spots 41
 Rate \$21,450.00
 \$21,450.00

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-----------------------------------|-----|----|----|----|----|----|----|----|-------|----------|------------|-------------------|----------------|---------|
| 1.0 | Normal Line / Spot | 10/02/12-10/05/12 | 5 | :30 | 5:59A- Channel 11 News 6am | | | 1 | 1 | 1 | 1 | | | 4 | \$575.00 | \$2,300.00 | Pittsburgh (WPXI) | NEWS 6-7A/1 | 10/1/12 |
| 2.0 | Normal Line / Spot | 10/08/12-10/08/12 | 5 | :30 | 5:59A- Channel 11 News 6am | | | 1 | | | | | | 1 | \$575.00 | \$575.00 | Pittsburgh (WPXI) | NEWS 6-7A/2 | 10/1/12 |
| 3.0 | Normal Line / Spot | 10/02/12-10/05/12 | 5 | :30 | 7A- 8A (EST) | | | 1 | 1 | 1 | 1 | | | 4 | \$475.00 | \$1,900.00 | Pittsburgh (WPXI) | TODAY 7-8A/3 | 10/1/12 |
| 4.0 | Normal Line / Spot | 10/08/12-10/08/12 | 5 | :30 | 7A- 8A (EST) | | | 1 | | | | | | 1 | \$475.00 | \$475.00 | Pittsburgh (WPXI) | TODAY 7-8A/4 | 10/1/12 |
| 5.0 | Normal Line / Spot | 10/02/12-10/05/12 | 5 | :30 | 8A- 9A (EST) | | | 1 | 1 | 1 | 1 | | | 4 | \$425.00 | \$1,700.00 | Pittsburgh (WPXI) | TODAY 8-9A/5 | 10/1/12 |
| 6.0 | Normal Line / Spot | 10/08/12-10/08/12 | 5 | :30 | 8A- 9A (EST) | | | 1 | | | | | | 1 | \$425.00 | \$425.00 | Pittsburgh (WPXI) | TODAY 8-9A/6 | 10/1/12 |
| 7.0 | Normal Line / Spot | 10/02/12-10/05/12 | 5 | :30 | 11:59A- Channel 11 News At Noon | | | 1 | 1 | 1 | 1 | | | 4 | \$275.00 | \$1,100.00 | Pittsburgh (WPXI) | NOON NEWS/7 | 10/1/12 |
| 8.0 | Normal Line / Spot | 10/08/12-10/08/12 | 5 | :30 | 11:59A- Channel 11 News At Noon | | | 1 | | | | | | 1 | \$275.00 | \$275.00 | Pittsburgh (WPXI) | NOON NEWS/8 | 10/1/12 |
| 9.0 | Normal Line / Spot | 10/02/12-10/05/12 | 5 | :30 | 5P- 5:30P (EST) | | | 1 | 1 | 1 | 1 | | | 4 | \$575.00 | \$2,300.00 | Pittsburgh (WPXI) | NEWS 5-530P/9 | 10/1/12 |
| 10.0 | Normal Line / Spot | 10/02/12-10/05/12 | 5 | :30 | 5:30P- 6P (EST) | | | 1 | 1 | 1 | 1 | | | 4 | \$600.00 | \$2,400.00 | Pittsburgh (WPXI) | NEWS 530-6P/10 | 10/1/12 |
| 11.0 | Normal Line / Spot | 10/02/12-10/05/12 | 5 | :30 | 5:58P- Channel 11 News At 6pm M-F | | | 1 | 1 | 1 | 1 | | | 4 | \$775.00 | \$3,100.00 | Pittsburgh (WPXI) | NEWS 6-630P/11 | 10/1/12 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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***** THIS IS A CASH IN ADVANCE SCHEDULE ***** , FRIENDS OF MATT SMITH

| Pittsburgh (WPXI) | | |
|---------------------|-----------|--------------------|
| By Broadcast Month | Spots | Rate |
| Oct. 2012 | 41 | \$21,450.00 |
| Grand Total: | 41 | \$21,450.00 |

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|------|--------------------------------|-------------------|-----|--------|-----------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------|---------------------|---------|
| 12.0 | Normal Line / Spot | 10/06/12-10/06/12 | 5 | :30 | 6A- 8A (EST) | | | | | | | 1 | | 1 | \$250.00 | \$250.00 | Pittsburgh (WPXI) | NEWS 6A-8A/12 | 10/1/12 |
| 13.0 | Normal Line / Spot | 10/06/12-10/06/12 | 5 | :30 | 8A- 10:30A (EST) | | | | | | | 1 | | 1 | \$275.00 | \$275.00 | Pittsburgh (WPXI) | NEWS 8A-1030A/13 | 10/1/12 |
| 14.0 | Normal Line / Spot | 10/07/12-10/07/12 | 5 | :30 | 5:30A- 8A (EST) | | | | | | | | 1 | 1 | \$250.00 | \$250.00 | Pittsburgh (WPXI) | SUN NEWS 530A-8A/14 | 10/1/12 |
| 15.0 | Normal Line / Spot | 10/07/12-10/07/12 | 5 | :30 | 8A- 10A (EST) | | | | | | | | 1 | 1 | \$275.00 | \$275.00 | Pittsburgh (WPXI) | NEWS 8-10A/15 | 10/1/12 |
| 16.0 | Normal Line / Spot | 10/06/12-10/06/12 | 5 | :30 | 6P- CHANNEL 11 NEWS | | | | | | | 1 | | 1 | \$500.00 | \$500.00 | Pittsburgh (WPXI) | NEWS 6-630P/16 | 10/1/12 |
| 17.0 | Normal Line / Spot | 10/07/12-10/07/12 | 4 | :30 | 6P- CHANNEL 11 NEWS | | | | | | | | 1 | 1 | \$675.00 | \$675.00 | Pittsburgh (WPXI) | NEWS 6-630P/17 | 10/1/12 |
| 18.0 | Normal Line / Spot | 10/02/12-10/05/12 | 5 | :30 | 6:59P- Jeopardy | | | | | | | | | 2 | \$1,250.00 | \$2,500.00 | Pittsburgh (WPXI) | JEOP 7-730P/18 | 10/1/12 |
| 19.0 | Normal Line / Spot | 10/08/12-10/08/12 | 4 | :30 | 4:28A- Channel 11 News 430A | | | | | | | | | 1 | \$175.00 | \$175.00 | Pittsburgh (WPXI) | NEWS 430-5A/19 | 10/4/12 |

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